

Determining the Effects of Differences in Demographic Characteristics on (Brand, Celebrity, and Social Media Influencers) of Consumer Purchasing Decision

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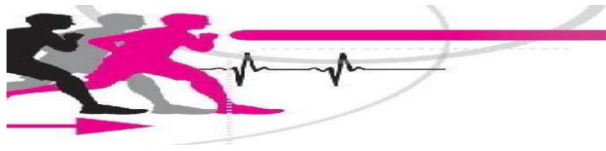
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Abstract

Brand, celebrity, and social media influencer. Consumers from diverse demographic groups. Therefore, this study aims at establishing if there are significant differences in the ratings that consumers from diverse demographic clusters give to brand, celebrity, and social media influencers. This quantitative study utilized 800 participants who were shoe consumers from the United States. The participants completed a formulated survey questionnaire in order to measure their demographic characteristics as well as the study variables that included consumer choice behavior as the dependent variable and traditional celebrities, social media, and brand as the independent variables. The findings indicated that in general, demographic characteristics cause significant differences in ratings given by consumers to brand, celebrity endorsements, and social media influencers. As such, organizations can utilize this study to understand behavior of diverse demographic groups when investing in brand, celebrity endorsement, or social media for marketing in order to increase their client base.


key words: Differences, Demographic Characteristics,



Introduction

In the current market where technology and the Internet are accessible to many people around the world, brands are using social networking sites as advertising avenues. Additionally, celebrity endorsement is booming with many celebrities endorsing fashion, sports, and cosmetic products, among others. Many companies rely on influencer marketing to push brands worldwide. Consequently, influencer marketing is projected to grow to around \$3.6 billion in 2020 from \$1.3 billion in 2018 (Dreifaldt & Drennan, 2019). Ahmad et al. (2019) indicated that Calvin Klein reported a profit after Justin Bieber endorsed its spring underwear with a post on Twitter and YouTube, garnering 1.6 million impressions and 10.3 million views, respectively. These stats are an indication that celebrity endorsements and the use of social media marketing strategies are essential, boosting brand presence around the globe. Online consumers trust the viewpoints and recommendations shared by their favorite celebrities and other users, which heavily influence their purchasing intentions.


Social media marketing influences the decision people make on destinations, health and wellness products, sports brands, and other fashion products. Social media users read reviews from users who had previously visited a given destination or had used a particular product they need to purchase. Guerrero et al. (2019) indicated that approximately 81% of consumers read online reviews when choosing a destination and hotel selection process. Out of 81%, 49% of users stated they could not book a hotel without first reading what other users had to say about the place (Guerreiro et al., 2019). These findings are consistent with results from Abratt (2019) which indicated that social media influencers motivate users to engage with brand communications and consumers', sharing experiences with each other.



According to Nouri (2018), social media influencers are people who have attained thousands and even millions of followers on the social media platforms. Glucksman (2017) expounds on this definition by defining social media influencers as independent, third-party endorsers who could shape their audience attitudes through the use of social media channels, tweets, and blogs to create content that promotes certain brands with the aim of gaining followers and brand recognition. Social media influencers have also been defined as third-party individuals with high social status and a strong social influence resulting from their interactions on various social media platforms (Li et al., 2014). Social media influencers are further reorganized as those individuals on various social media platforms who can shape attitudes, opinions, or actions of consumers and they're by influencing their purchase intentions.

Chen et al. (2017) assert that in the business world, products are made by the company while consumers make the brand of a given product. Companies make the products to be consumed by the customers while the customers brand the products depending on their perceptions, beliefs, and emotions. The consumer behaviors and their purchasing power full depend on their product brand, their expectations for a given product, and their experiences with the product (Deng, 2013). The brand of a product influences how the consumers view the given product after purchasing the product from the company. Brands are unique to a given product while companies can copy the products of a given company and make them in their company. Brands can determine the success of a given business entity, for instance, by helping to determine how a given product has been branded by the consumers (Kessel et al., 2014).

Consumer behavior can be classified as actions and decisions that influence the purchasing power and behaviors of different consumers within a given place. These behaviors are the factors that drive consumers to choose a given product over the other. Marketers are

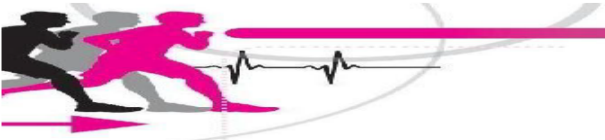


interested in understanding why consumers choose product A over product B and why some consumers prefer products from a particular company. Most of the customer decisions concerning the selection of a given product are based on emotions and reasoning. For instance, a consumer may prefer Nike sports shoes over Air Jordan since they feel good with Nike products. The study of consumer behavior is not only significant in determining the past behaviors of different consumers but also gives a prediction of the consumers' future behaviors. There are behaviors that companies should understand from their consumers as this will provide them with a better understanding of the likes and dislikes of their consumers (Liang et al., 2017).

There may be significant differences in the way some demographic groups respond to brand, celebrity endorsements, and social media influencers in their consumer choice behavior. For instance, Thapa (2021) conducted a study to establish demographic characteristics influencing consumer behavior choice of two-wheelers brands and found that gender, age, income levels, marital status, and level of education significantly influenced consumers purchasing decisions of the brands. Studies have focused on the general effects of demographic characteristics on consumer purchasing decisions. Therefore, this study aims at establishing the existence of significant differences in demographic groups in their perceptions of brand, celebrity endorsement, and social media influencers of consumer purchasing decisions.

Consumer Behavior and Purchase Intentions

According to Wells et al. (2011), the purchase intention of a particular company product is the consumer's plan to purchase the product. The purchase intention is also refers to the decision-making process through which a consumer develops the willingness to buy a particular brand (Wells et al., 2011). Different factors that influence purchase intention affect consumer behavior towards a particular brand. According to Schiffman and Kanuk (2010), the consumer



purchase behavior is a stage before consumers make decisions in the purchase decision-making process. Consumer behavior therefore, is the selection, purchase, and consumption of goods and services for the satisfaction of the consumer (Ramya & Ali, 2016). Consumer purchasing behavior is also viewed as a function of the relationship between the brand and the customer (Fianto et al., 2014). Consumers consider various attributes of a product before they can decide to purchase the product (Fianto et al., 2014; Schiffman & Kanuk, 2010). Numerous factors are considered to influence the consumer decision-making process, including shopping habits, purchase behaviors, brands they associate with and the retail they visit. The purchase intentions are influenced by each of these factors. Besides, some of these factors considered to influence purchase intentions and eventually consumer behavior include culture, social class, personality, family, membership groups, psychological factors, technological factors as well as social and societal factors (Ramya & Ali, 2016). Social media which is a technological as well as a social aspect is also a factor influencing consumer behavior.

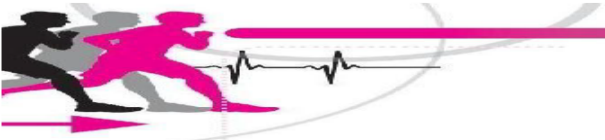
Regarding brand, research has shown that positive and higher levels of brand image contribute to purchase intention (Winterich et al., 2018). By exploring and identifying the various factors that influence purchase intentions and consumer behavior such as social media, power of the celebrity and the power of the brand, brands such as Nike have the opportunity of developing effective and efficient strategies, marketing messages, and advertising campaigns that meet the needs of target consumers to improve customer base and company profits through increased sales (Ramya & Ali, 2016).



Determining the Effects of Differences in Marital Status, Gender, Age, Level of Education, Household Income, and Ethnicity on Influencers of Consumer Behaviour

In this case, the influencers of consumer behavior in question include brand, celebrity endorsements, and social media. Studies have shown that the demographic characteristics of consumers affect how they perceive these influencers. For instance, Thapa (2021) conducted a study on wheeler brands and found that marital status affects how people select their brands. In particular, some brands were preferred by married respondents and not unmarried ones. In a study by Pelsier et al. (2014), which was conducted in South Africa on one of the main beef producers in the country, it was established that gender impacts brand preference. In other words, even if a certain brand is preferred by most consumers, a larger percentage of those consumers will be either male or female.

Age also affects consumer influencers such as celebrity endorsements. Duffett (2017) conducted a study to examine the young consumer's attitudes towards marketing communication through social media and found that age affects consumer's attitude toward social media marketing communications with teenagers being the most responsive to the marketing communication. Regarding education level and social media influence, Sharma and Asad (2012) indicate that people with post-graduate education lead in the utilization of social media content, trailed by those with a graduate degree and persons with an intermediate degree are the least users of these platforms. Therefore, age difference leads to a significant difference in the ways social media influences consumer purchasing decisions. Additionally, household income also determines consumer behavior irrespective of the influence of influencers such as celebrity endorsement (Mateen et al., 2016). In essence, even if a particular product has been endorsed by a celebrity or has a strong brand image, the income level of a consumer will determine if they




buy the product or not. Finally, ethnicity plays a role in consumer behavior. A study by Trinh et al. (2020) aimed to establish the purchasing behavior of different ethnicities established that ethnicity significantly affects consumer behavior. People of different ethnic groups have different preferences and purchasing frequencies of particular products.

Methodology

The study utilized a quantitative research method to investigate if there are significant differences in the ratings given to brand, social media, and celebrity endorsements influencers due to diverse demographic characteristics of the respondents. The design for the study is quantitative because the variables under study will be measured through item scoring. The sampled participants in the study constituted both male and female shoe consumers from the United States. The researcher obtained a sample of 800 participants to participate in providing relevant information for the research through Qualtrics. Participants below the age of 18 years were excluded from the study. The Qualtrics platform also used participation frequency as an exclusion criterion to exclude certain respondents from the study as a way of ensuring the validity of the survey results.

The study used a semi-structured research questionnaire formulated by the researcher to obtain primary data from the sampled participants. All the sampled participants were required to complete the formulated survey questionnaire in order to measure their demographic characteristics as well as the study variables that included consumer choice behavior as the dependent variable and traditional celebrities, social media influencers, and the brand as the independent variables of the study. Different items included in the survey instrument were used to measure the construct of each variable under study. The scores for each item were numerals, making the study quantitative. The items for both the dependent and independent variables were



measured on a five-point Likert scale ranging from Strongly Agree to Strongly Disagree. For positive stated items the scores will be assigned as; "Strongly Disagree" = 1, "Disagree" = 2, "Neutral" = 3, "Agree" = 4 and "Strongly Agree" = 5. For negatively stated items the coding was reversed. The researcher computed the total score for all the study variables from the different items measuring each study variable

Results

Data Collection

Data was collected with the assistance of Quartlecs, an Online Survey Platform. The number of participants that could be collected was 800 ($n = 800$) participants. Data was downloaded and saved in the SPSS format to facilitate the use of the SPSS software program to analyze the data

Data Screening

Data screening before the start of analysis is an important action. Checking for errors in data entry and the suitability of data leads to reasonable results. First, the researcher reviewed the coding system being used. Some items were coded with different responding weights, such as 17, 24, 40, and 43. These items were recoded to the proposed Likert scale responding weights. Another issue found in the data was concerning the coding weights system. The coding system being used was in a wrong (1 = strongly disagree, 5 = strongly agree) format, so it was recoded again in the correct weights system mentioned earlier (1= strongly disagree, 5 = strongly agree). Data was then checked for missing entries. Fortunately, all the records in the data file representing the respondent's answers were complete. Table 1 illustrates the sample's demographic data.

Table 1: Participant's Demographic Data

Variable	Category	Counts	%
Gender	Male	410	50.0
	Female	410	50.0
	Total	820	100.0
Age	18 – 24	327	39.9
	25 – 34	493	60.1
	Total	820	100.0
Highest level of education	Higher school or below	225	27.4
	2 years or Some college	226	27.6
	4 years degree	251	30.6
	Professional or PhD	118	14.4
	Total	820	100.0
Race ethnicity	White	492	60.0
	Black American or African	123	15.0
	Hispanic	123	15.0
	Others	82	10.0
	Total	820	100.0
Employment status	Employed	560	68.3
	Un Employed	158	19.3
	Retired	5	.6
	Student	97	11.8
	Total	820	100.0



Household income (before tax)	less than 40,000 \$	361	44.0
	40 - less than 70,000\$	192	23.4
	70 - less than 100,000\$	134	16.3
	100,000\$ or higher	133	16.2
	Total	820	100.0
status Marital	Married	260	31.7
	Never Married (Single)	516	62.9
	Other	44	5.4
	Total	820	100.0
Important points considered when making the purchase decision	I The particular brand of the product	687	83.8
	I The views of a traditional celebrity on the product	88	10.7
	I The views of a social media influencer on the product	45	5.5
	Total	820	100.0



Table 2 and Figure 1 show that the male's percentage was 50.0 %, which was the same as the percentage of females, 50.0 %.

Table 2: Counts and percentages for the sample's gender variable

Variable	Category	counts	%
Gender	Male	410	50.0

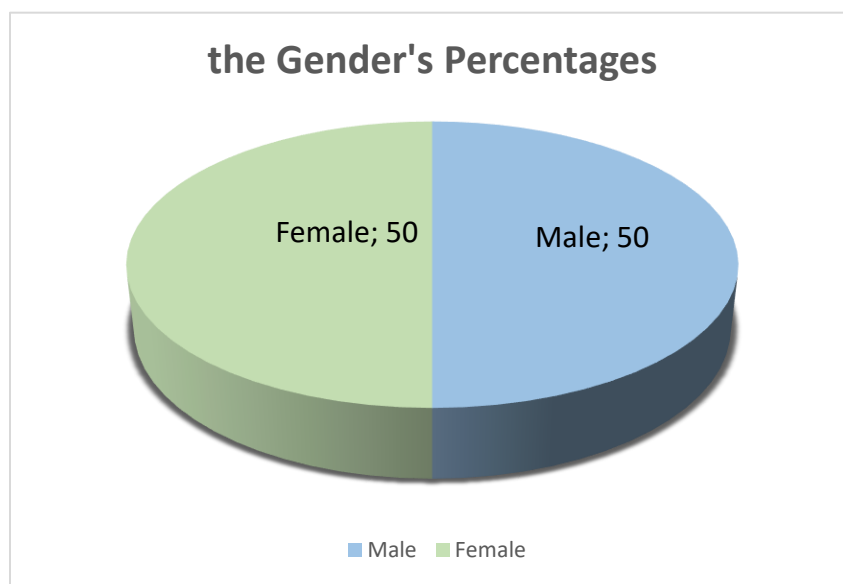


Figure 1 Sample's gender characteristic

Table 3 shows that the individuals with the age category of *18 – 24 years had satisfied a* percentage of 39.9 %, which was less than the percentage of individuals with the age category of *25 – 34 years. Figure 2 illustrates these percentages.*

Table 3 Counts and percentages for the sample's age variable.

Variable	Category	counts	%
Age	18 – 24	327	39.9
	25 – 34	493	60.1

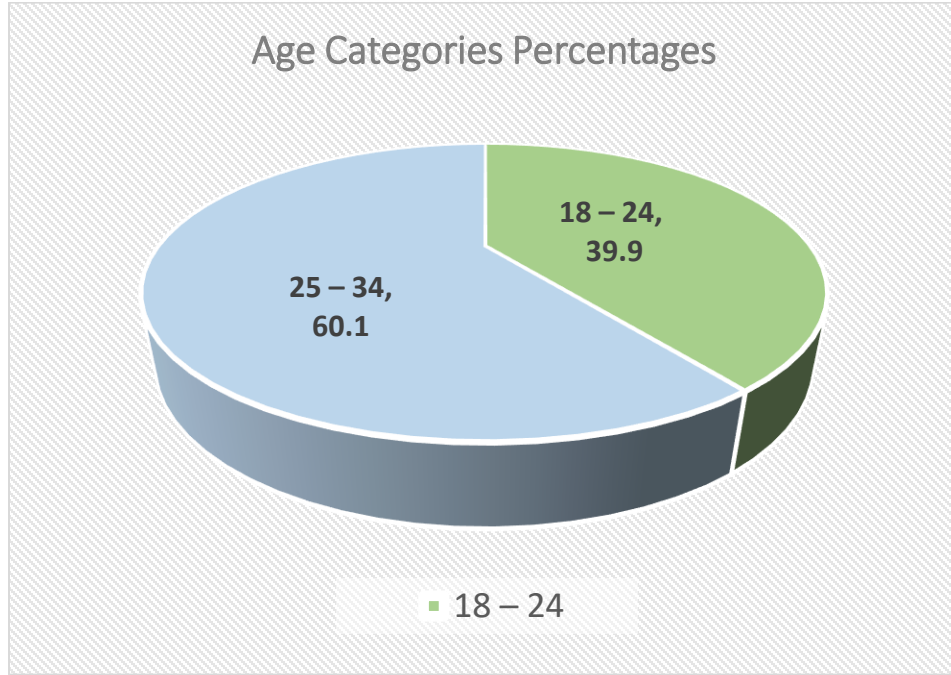


Figure 2: Sample age categories percentages

Table 6 describes the individuals' educational level. The four-year degree participants were the biggest participants (30.1 %) while participants who were professionals or doctors were the least in this sample as they satisfied the minimum percentage (14.4 %). Figure 4.3 illustrates these percentages.

Table 4: Counts and percentages for the sample's highest level of education.

Variable	Category	counts	%
Highest level of education	Higher school or below	225	27.4
	2 years or Some college	226	27.6
	4 years degree	251	30.6
	Professional or PhD	118	14.4

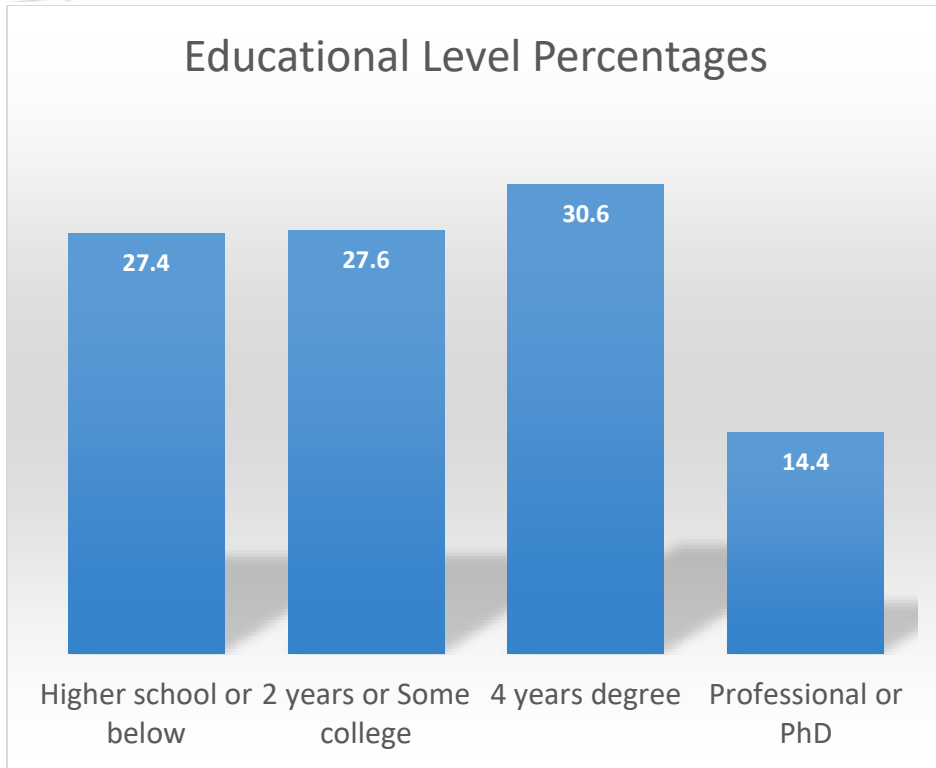


Figure 3: *Educational level percentages*

Exploring the race or ethnicity results, it was the whites who were the majority of the current sample (60.0 %) while the least observed ethnicities were the others who satisfied by a percentage of (10.0 %). The percentages are illustrated in Figure 4.4.

Table 5 Counts and percentages for the sample's race or ethnicity variable

Variable	Category	counts	%
Race or ethnicity	White	492	60.0
	Black American or African	123	15.0
	Hispanic	123	15.0
	Others	82	10.0

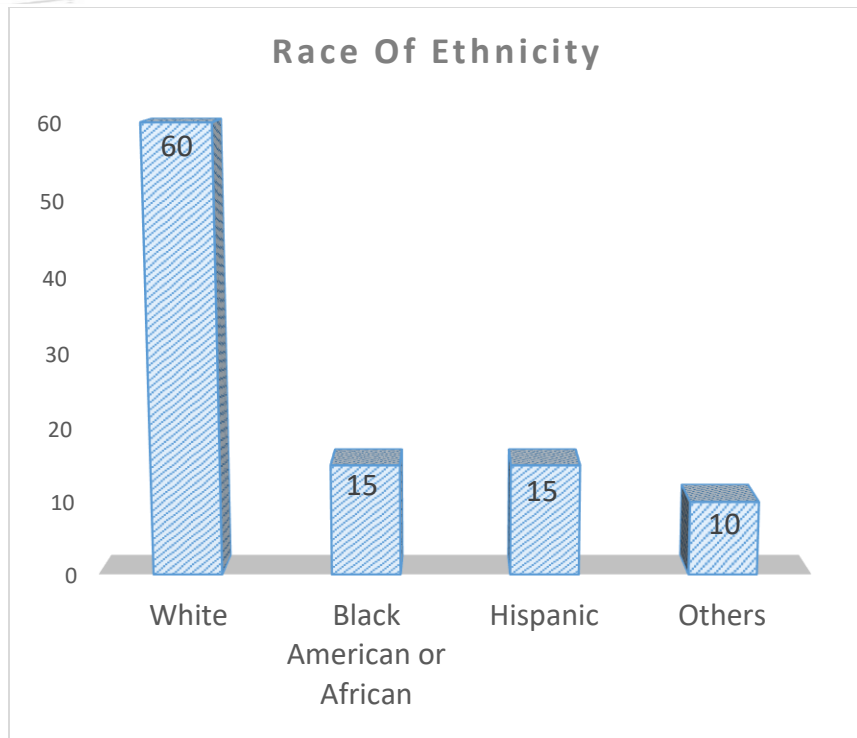


Figure 4 Race or ethnicity percentages

According to the results of Table 8, most of the sample's individuals (approximately two-thirds) were employed (68.3 %), while very few numbers of individuals were retired (6.0 %).

Table 4.6: Counts and percentages for the sample's employment status variable

Variable	Category	counts	%
Employment status	Employed	560	68.3
	Un Employed	158	19.3
	Retired	5	.6
	Student	97	11.8

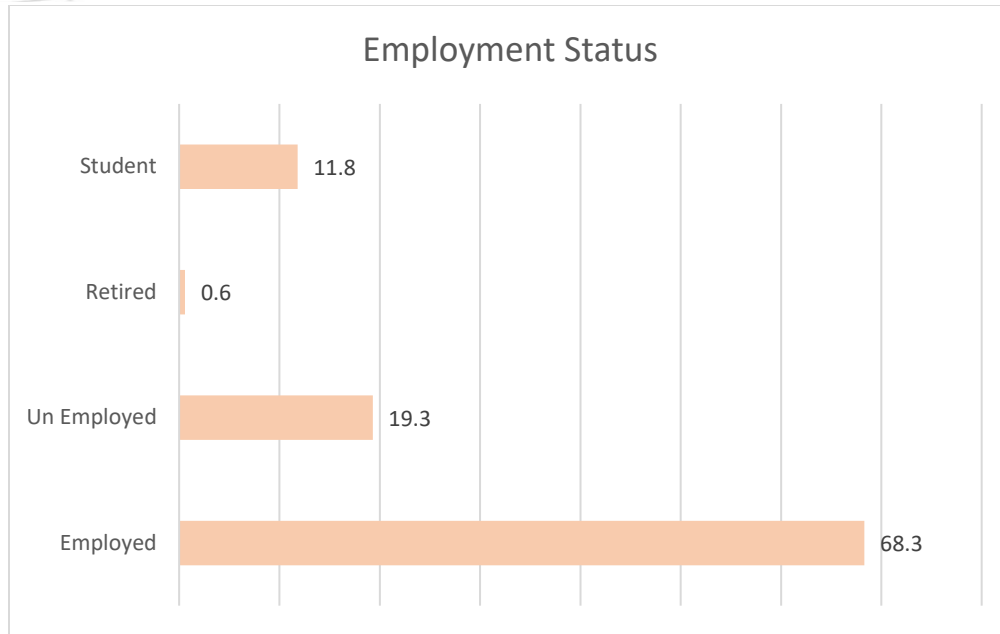


Figure 4. *Sample employment status*

The household income variable analysis shows that the highest percentage was recorded by the low-level income of less than 40,000 \$ (44.0 %). It was noted that both the 70 - less than 100,000\$ and the income category of 100,000\$ or higher had shown approximately the same counts and consequently the percentages (16.3 %) and (16.2 %) respectively.

Table 7: Counts and percentages for the sample's household income variable.

Variable	Category	counts	%
Household income (before tax)	less than 40,000 \$	361	44.0
	40 - less than 70,000\$	192	23.4
	70 - less than 100,000\$	134	16.3
	100,000\$ or higher	133	16.2

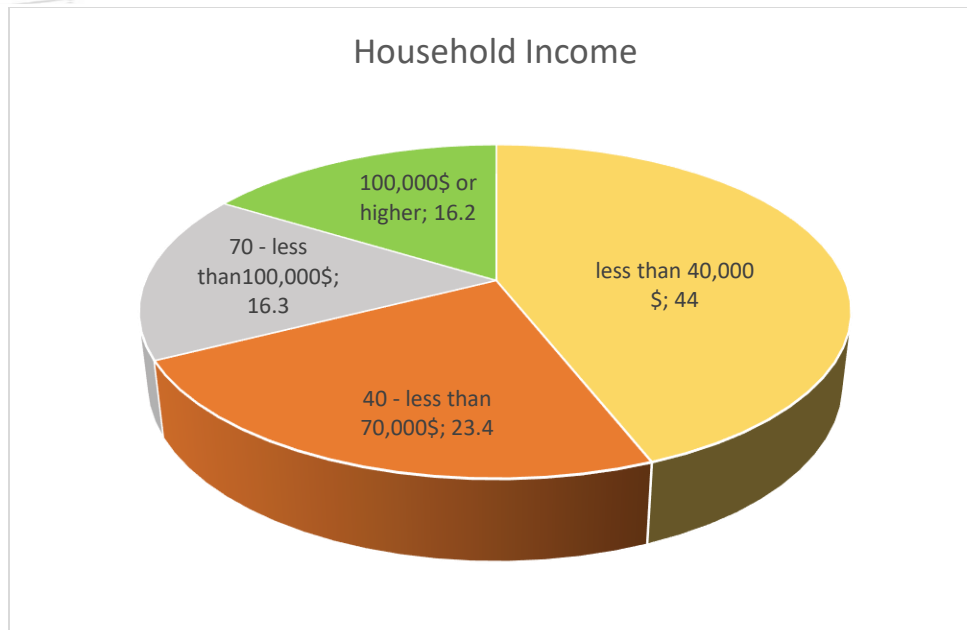


Figure 5 Sample household income

Regarding the sample's marital status variable, it was revealed that the non-married individuals were the greatest percentage (62.9 %), the married individuals were in the second order (31.7 %), and that only about (5.4 %) represented the other marital status (divorced, widowed, separated). Results are depicted in Table 4.8 and Figure 4.7

Table 8: Counts and percentages for the sample's marital status variable

Variable	Category	counts	%
Marital status	Married	260	31.7
	Never Married (Single)	516	62.9
	Other (divorces, widowed, separated)	44	5.4

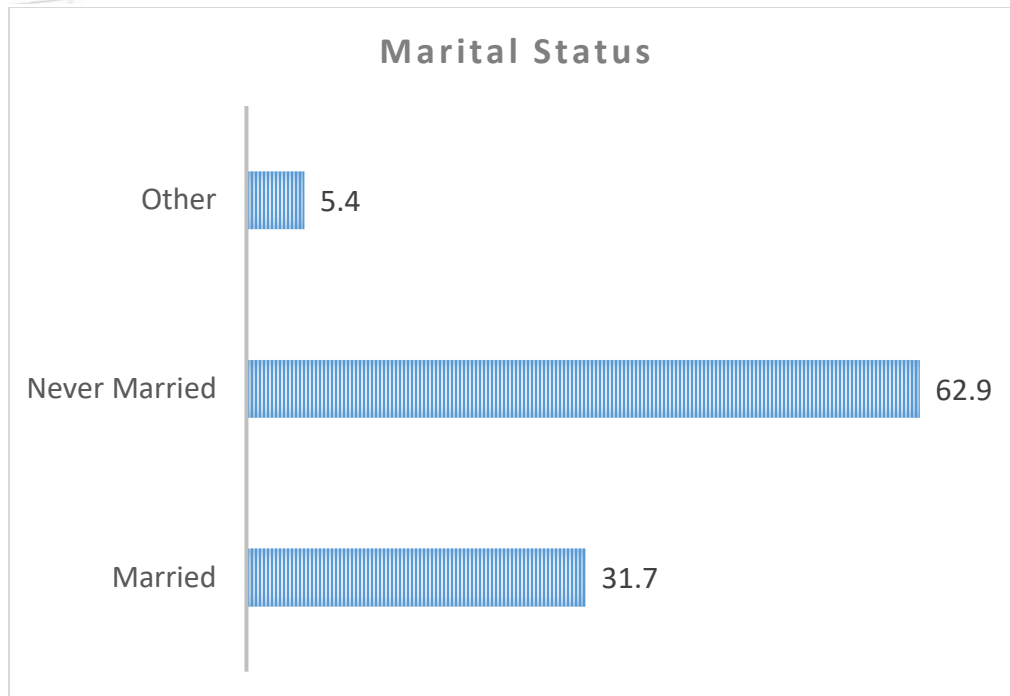


Figure 6 *Sample marital status*

Descriptive Analysis for the Respondents' Opinions

Testing the hypothesis

H₀₁: There is no statistical significance differences ($\alpha \leq 0.05$) in the impact's values of the brand, traditional celebrity, and social media influencer on consumer choice behavior according to gender, ethnicity, household income, and marital status.

Multiple linear regression was used to evaluate multiple groups' impact values and the Sobel test was used to compare the single group's impact values. The results in Table 9 indicate the comparison results (using the Sobel test) between the impact values of the brand, traditional celebrity, and social media influencers (SMI) on consumer's behavior based on gender. All the provided probability values were less than 0.05, suggesting that males and females differ significantly in their rating of the impact of the brand, traditional celebrity, and social media influencers (SMI) on consumer's behavior.

Table 9 the impact of brand, traditional celebrity, and social media influencers (SMI) on consumer's behavior related to gender variable

Independents	Males		Females		Z	prob
	β	SE	β	SE		
Brand	.450	.052	.363	.044	5.971	0.000
Traditional Celebrity	.208	.049	.110	.043	2.191	0.014
SMI	.175	.044	.250	.038	3.404	0.000

Table 8 and Table 9 reflect the comparison results (using the Sobel test) between the brand's impact values, traditional celebrity, and social media influencers (SMI) on consumer's behavior according to ethnicity. Concerning the differences related to the brand variable, it was clear that all the provided probability values were less than 0.05, suggesting that all the four categories representing ethnicities differ significantly in their rating of the impact of brand on the consumer's behavior.

In the same context and concerning the differences related to the social media influencers (SMI), all the reported probabilities values were less than 0.05, suggesting that all the four ethnicities differ significantly in the rating of the impact of social media influencers (SMI) on the Consumer's Behavior. The comparisons result of the traditional celebrity for the impact values of the traditional celebrity on consumer's behavior according to ethnicity show that no significant statistical differences were noticed between any of two given ethnicities as all the mentioned probabilities were greater than 0.05.

Table 10 the impact of brand, traditional celebrity and social media influencers (SMI) on consumer's behavior related to ethnicity variable

Independents	White		Black or African		Hispanic		Others	
	β	SE	β	SE	β	SE	β	SE
Brand	.379	.045	.318	.083	.510	.080	.389	.100
Traditional Celebrity	.229	.040	.142	.097	.061	.079	.111	.106
SMI	.178	.038	.373	.083	.278	.069	.264	.086

Table 11 the impact of brand, traditional celebrity, and social media influencers (SMI) on consumer's behavior related to ethnicity variable

Independents	Ethnicity compared	Z	Prob
Brand	White - Black or African	3.487	0.000
	White - Hispanic	5.083	0.000
	White - Others	3.532	0.000
	Black or African- Hispanic	3.284	0.001
	Black or African - Others	2.730	0.003
	Hispanic - Others	3.321	0.000
	Traditional Celebrity	White - Black or African	1.418
White - Hispanic		0.765	0.222
White - Others		1.030	0.151



	Black or African- Hispanic	0.683	0.247
	Black or African – Others	0.852	0.197
	Hispanic - Others	0.621	0.267
	White - Black or African	3.243	0.001
	White – Hispanic	3.055	0.001
	White – Others	2.568	0.005
SMI	Black or African- Hispanic	3.000	0.001
	Black or African – Others	2.535	0.006
	Hispanic – Others	2.442	0.007

Table 11 reflects the comparison results (using the Sobel test) between the impact values of the brand, traditional celebrity and social media influencers (SMI) on consumer's behavior according to household income. Regarding the differences related to the brand, in Table 11, all the provided probabilities values were less than 0.05, suggesting that all the different household income categories differ significantly in their rating of the impact of brand on the consumer's behavior. In the same direction, all the provided probabilities values were less than 0.05, suggesting that all the different household income categories differ significantly in their ratings to the impact of social media influencers (SMI) on the consumer's behavior. According to household income, the impact comparisons of the traditional celebrity on consumer's behavior revealed a significant difference between the two categories: 70,000\$ - less than 100,000\$) and 100,000\$ or more ($p = 0.009$). The other probabilities values representing the differences between each household income category showed no significant statistical differences as the probabilities were greater than 0.05.

Table 12 the impact of brand, traditional celebrity and social media influencers (SMI) on consumer's behavior related to household income variable

Independents	Less than 40,000\$		40,000\$ – less than 70,000\$		70,000\$ - less than 100,000\$		100,000\$ or more	
	β	SE	β	SE	β	SE	β	SE
Brand	.426	.048	.290	.071	.648	.092	.233	.081
Traditional Celebrity	.065	.048	.372	.068	.081	.094	.178	.068
SMI	.279	.043	.096	.060	.066	.084	.454	.066

Table 13: The impact of brand, traditional celebrity and social media influencers (SMI) on consumer's behavior related to household income variable

Independents	Household Income	Z	Prob
Brand	Less than 40,000\$ - (40,000\$ – less than 70,000\$)	3.710	0.000
	Less than 40,000\$ – (70,000\$ - less than 100,000\$)	5.517	0.000
	Less than 40,000\$ - (100,000\$ or more)	2.736	0.003
	(40,000\$ – less than 70,000\$) – (70,000\$ - less than 100,000\$)	3.533	0.000
	(40,000\$ – less than 70,000\$) – (100,000\$ or more)	2.352	0.009
	(70,000\$ - less than 100,000\$) – (100,000\$ or more)	2.663	0.004
Traditional Celebrity	Less than 40,000\$ - (40,000\$ – less than 70,000\$)	1.314	0.094
	Less than 40,000\$ – (70,000\$ - less than 100,000\$)	0.727	0.234
	Less than 40,000\$ - (100,000\$ or more)	1.203	0.115



	(40,000\$ – less than 70,000\$) – (70,000\$ - less than 100,000\$)	0.851	0.197
	(40,000\$ – less than 70,000\$) – (100,000\$ or more)	2.361	0.009
	(70,000\$ - less than 100,000\$) – (100,000\$ or more)	0.818	0.207
	Less than 40,000\$ - (40,000\$ – less than 70,000\$)	1.553	0.060
	Less than 40,000\$ – (70,000\$ - less than 100,000\$)	0.780	0.218
	Less than 40,000\$ - (100,000\$ or more)	4.720	0.000
SMI	(40,000\$ – less than 70,000\$) – (70,000\$ - less than 100,000\$)	0.705	0.240
	(40,000\$ – less than 70,000\$) – (100,000\$ or more)	1.558	0.060
	(70,000\$ - less than 100,000\$) – (100,000\$ or more)	0.781	0.218

Table 14 declares the comparison results (using the Sobel test) between the impact of the brand, traditional celebrity and social media influencers (SMI) on consumer's behavior concerning marital status. The results revealed that all the provided probability values were less than 0.05, suggesting that married and non-married individuals differ significantly in their rating of the impact of the brand, traditional celebrity, and social media influencers (SMI) on consumer's behavior.

Table 14 the impact of brand, traditional celebrity and social media influencers (SMI) on consumer's behavior related to marital status variable

Independents	Married		Non-Married		Z	Prob
	β	SE	β	SE		
Brand	.451	.059	.392	.043	5.857	0.000



Traditional						
Celebrity	.264	.049	.116	.044	2.368	0.009
SMI	.146	.051	.227	.037	2.594	0.005

Validity and Reliability

Since the study utilized its own survey, the validity and reliability were the main concern when using the designed survey full-scale research. The researcher conducted a pilot study prior to conducting a full-scale research study in order to evaluate validity and reliability. Twenty surveys were distributed to shoppers who visited a clothing store located at Southridge Mall in Milwaukee - Wisconsin. The validation of the research instrument tested the survey for clarity to provide a coherent research questionnaire, also the researcher consulted professionals working in the shoe production and consumption industry to achieve validity. Based on their feedback and recommendations regarding the initially formulated survey instrument, some items were added to the study while some were reformed to become clearer and more accurate. This process and procedure are required in the research for the purpose of enhancing the research instrument. The researcher utilized The Cronbach alpha (α) test, to measure the reliability since the items measuring the study variables are measured using a five-point Likert scale that ranges from strongly agree to strongly disagree.

To ensure internal reliability the researcher performed the Cronbach alpha (α) technique to calculate mathematically the level of significance (p) and test the reliability of the survey instruments in measuring the study variables., it will add to the external validity of the research study and improve the generalizations of the findings to the entire population of shoe consumers in the United States.




Discussion

According to the findings of the current research, some demographic groups have shown significant differences in their rating of the brand, traditional celebrity endorsement, and social media influencers. In particular, males and females were found to differ significantly in their rating of the effect of these influencers. The results are consistent with Pelsier et al. (2014) who found that gender affects brand preferences. Also, the results indicate that ethnicity affects brand preference significantly, however, there is no significant difference in ethnicity regarding social media influencers. Trinh et al. (2018) concur with part of the findings that ethnicity significantly impacts consumer purchasing decisions. Nonetheless, the lack of significant difference in ethnicity ratings concerning social media influencers contradicts this literature.

The current study also found significant differences among households of diverse incomes in terms of how they rate brands and social media influencers. The findings emphasize the results of Maten et al. (2016) that income levels affect consumer behavior especially on aspects such as brand selection and rating. Finally, the study has disclosed that that married and non-married persons differ significantly in their rating of the effect of the brand, traditional celebrity, and social media influencers on consumer purchasing decisions. Similarly, Thapa (2021) revealed that marital status impacts consumer behavior in several aspects, including brand selection. Therefore, in general, brand, celebrity endorsements, and social media influencers are rated differently by persons of diverse demographic groups.

Recommendations

Firm marketers, management, and leaders can use the information provided by the current research study to determine the best strategy for marketing their company products based on the findings presented. Information provided by the study can be used to make important




marketing decisions for the organization and ensure that customers are well informed, taken care of, and remain satisfied with the products and services provided and advertised by the company. The insight provided by this quantitative study is useful for both start-ups, upcoming and exiting organizations to remain profitable over an extended period while utilizing the best mix of marketing strategies that have been established to be significant in influencing consumer behavior.

The study used a quantitative method, therefore, future studies on the topic should consider integrating both quantitative and qualitative methods in understanding whether there are substantial differences among diverse demographic groups regarding their consumer purchasing decisions based on brand, celebrity endorsement, and social media as influencers. Additionally, the current study was only based on a target population of individual consumers of Nike products, future research on the topic can expand on the target population to include other entities such as company marketers and decision-makers to have a broadened understanding of the best marketing strategy to adopt. Besides, future researchers can replicate the study on other companies in different industries and companies for the purpose of generalization of the findings from this empirical research.

Conclusion


In this study, the researcher intended to understand how different demographic characteristics affect ratings on consumer purchasing decisions influencers such as brand, celebrity endorsements, and social media. Therefore, the study investigated the best marketing strategy adopted by Nike Company and whether such a strategy impacts consumer behavior in a way that an average company can adopt for significant investment returns. The study assessed individual sports shoe consumers from the United States on whether they relate with the brand,



traditional celebrity, or social media influencers in making their purchase decisions, and whether different demographic groups exhibit a significant difference in rating of these influencers. A representative sample of 800 individual consumers was obtained to provide primary quantitative data to be analyzed in the study. The data was obtained through an online survey on the Qualtrics survey platform where participants completed a semi-structured survey questionnaire designed on the platform. The findings were useful in finding significant differences in the way diverse demographic groups rate the consumer behavior influencers. The study concluded that in general, diverse demographic groups, including people with different incomes, educational levels, age, gender, and ethnicity exhibit significant differences in their rating of brand, celebrity endorsements, and social media influencers.

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